In the Claims

1. (Currently Amended) A method of adapting an electronic personal assistant to a subscriber for whom the electronic personal assistant provides services, the electronic personal assistant being characterized by a plurality of personality parameters, each personality parameter being capable of having a value assigned thereto, the method comprising:

~~associating with a subscriber an electronic personal assistant personality defined by personality parameters; and~~

~~adjusting the personality parameters based on interactions with the subscriber over time.~~

receiving data indicative of the subscriber via an interface;

assigning a personality profile comprising a plurality of personality parameters to a subscriber in response to said step of receiving data;

storing data indicative of a set of parameter values for the subscriber based on the default values for said personality profile;

monitoring interactions with the subscriber via said interface so as to generate data indicative of the interactions;

processing the generated data so as to identify a fact of the subscriber's behavioral situation, said fact to be input to one or more predetermined rules;

applying at least one of said predetermined rules to said fact to determine how said one or more values of said stored set of parameters is to be adjusted;

changing said one or more values of the stored set of parameters;

updating the stored subscriber profile for the new value;

selecting one or more prompts based on the personality parameters as adjusted;
and

providing the selected one or more prompt to the interface.

2. (Currently Amended) The method of claim 1, further comprising:

providing personality profiles, each of the profiles defining a value corresponding
to a default value and a variation from the default value for each of the personality
parameters.

3. (Currently Amended) The method of claim 2, wherein each personality profile
corresponds to a culture and the default value corresponds to a cultural norm
associated with the culture.

4. (Currently Amended) The method of claim 3, wherein each personality profile
further corresponds to a market segment and the default value corresponds to a market
segment norm.

5. Canceled

6. (Original) The method of claim 1, further comprising:

defining the personality parameters to include personality traits.

7.   (Currently Amended) The method of claim 6, wherein the personality traits are based on at least one of the following factors: personal organization, efficiency, consistency, calmness, resilience, vigilance, cynicism, self reliance, focus of attention, reasoning ability, rule consciousness, self-criticism, physical tension, assertiveness, warmth, liveliness, excitement seeking, level of ease in social situations, privateness, openness to change, and subjectivity ~~of the 16PF Model~~.

8.   (Original) The method of claim 7, wherein the personality traits are represented as one or more surface traits.

9.   (Currently Amended) The method of claim 5, wherein said applying ~~adjusting~~ comprises:

~~observing a contact from the subscriber; analyzing the observed contact; and~~ modifying the values of the personality parameters according to the defined variation based on ~~the analysis of~~ said fact of the subscriber's behavioral situation ~~the observed contact~~.

10.   Canceled

11.   Canceled

12.   (Currently Amended) The method of claim 9 ~~10~~, ~~wherein analyzing further~~ ~~comprises~~ comprising:

applying an artificial intelligence inference algorithm to ~~the observed contact~~ <u>said</u>

<u>fact of the subscriber's behavioral situation</u>.

13. (Currently Amended) The method of claim 12, wherein the variation

associated with each personality parameter comprises a range of the values<u>, individual</u>

<u>values</u> ~~and the values~~ within the range of values are associated with unique voice

prompts.

14. (Currently Amended) The method of claim 13, ~~wherein adjusting further~~

~~comprises~~ <u>further comprising</u>:

selecting a new one of the personality parameters values based on the

application of the artificial intelligence inference algorithm and the rules; and

selecting one of the unique prompts associated with the selected new one the

personality parameters values.

15. (Currently Amended) The method of claim 14, further comprising

monitoring ~~the electronic assistant personality adjusting~~ <u>said step of changing</u>;

and

providing additional values and associated unique prompts based on the

monitoring.

16. (Currently Amended) A computer program product residing on a computer

readable medium for adapting an electronic personal assistant to a subscriber for whom

the electronic personal assistant provides services, comprising instructions for causing

a computer to <u>perform the method of claim 1</u>.~

~~associate with a subscriber an electronic personal assistant personality defined by~~

~~personality parameters; and~~

~~adjust the personality parameters based on interactions with the subscriber over time.~~

17. (Currently Amended) A personal assistant system <u>arranged to provide</u>

<u>services to a subscriber, the personal assistant being characterized by a plurality of</u>

<u>personality parameters, each personality parameter being capable of having a value</u>

<u>assigned thereto, the personal assistant system</u> comprising:

<u>a database arranged to store data indicative of a set of parameter values for the</u>

<u>subscriber;</u> ~~a personality unit;~~

~~personality parameters stored in a database to which the personality unit is~~

~~coupled;~~

an interface coupled to ~~the personality component~~ <u>a monitoring system</u> for

enabling interactions with a subscriber; ~~and~~

~~wherein the personality unit is configured to analyze the interactions with the subscriber~~

~~and adjust the personality parameters based on the results of the analysis.~~

<u>said monitoring system being configured to:</u>

<u>receive data indicative of a subscriber;</u>

<u>assign a personality profile comprising a plurality of personality parameters to</u>

<u>said subscriber in response to receiving said subscriber data;</u>

store a set of initial parameter values associated with the subscriber type based

on the default values for said personality profile;

analyze the interactions with the subscriber via said interface to generate data

indicative of the interactions;

process the generated data so as to identify a fact of the subscriber's behavioral

situation, said fact to be input to one or more predetermined rules;

apply at least one of said predetermined rules to said fact to determine how said

one or more values of said stored set of parameters is to be adjusted;

change said one or more values of the stored set of parameters;

update the stored subscriber profile for the new value;

select one or more prompts based on the personality parameters as adjusted;

and

provide the selected one or more prompt to the interface.

18. Canceled